

## ABSTRACT OF THE DISCLOSURE

A method of personalizing information presented at a host web site includes obtaining personal data about a user during a visit to the host web site, and after obtaining the personal data, monitoring the content of other web sites visited by the user. During subsequent visits by the user to the host web site, the content of the information presented by the host web site to the user is personalized so that the content of the information is related to the content of the other web sites visited by the user and/or the personal data obtained for the user.

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